

The background of the page is a stylized illustration. At the top, a hot air balloon with a colorful geometric pattern of yellow, orange, and red is floating. Below it, several white, fluffy clouds are scattered across a light blue sky. The sky is also filled with diagonal rays of light. In the foreground, a dark purple silhouette of a city skyline is visible, featuring various skyscrapers and a prominent circular structure. The overall style is clean and modern.

Edmund Rice Camps

Strategic Plan 2018-2020

Our Vision, Values & Mission



Edmund Rice
Camps

Making a difference
by rising above

Our Vision

A healthy WA community where children, families and young people thrive, belong and feel empowered.

Our Values

Presence • Compassion • Liberation

Our Mission

To respond to the needs of marginalised communities and individuals by delivering quality, mutually enriching programs that are managed and delivered by inspired, empowered people in the Edmund Rice tradition.

What We Do

Serve the WA Community

We attend to the needs of disadvantaged and 'at risk' children aged 7–16, as well as their families. We offer opportunities for respite that these families would not otherwise have.

Help Create a Better World

Our local WA initiatives contribute to a better global society, as part of a worldwide tapestry of organisations that are working towards similar missions within their own local contexts.



Deliver Programs & Camps

We provide engaging, enriching recreational programs that are developmentally-focussed, confidence-building and fun. We pair children with their own youth leader so they feel safe and listened to.

Provide Youth Formation

We empower young people to connect with their local community and foster compassion for people who need help. We provide personal development opportunities and raise awareness of social justice.

Build a Stronger WA

We are the centre of a positive ripple effect in our community. We inspire everyone – our participants, volunteers, staff, community partners and sponsors – to contribute to a stronger, healthier and happier WA.

The Legacy of Edmund Rice

Everything that ERCKWA does is in the tradition and spirit of our namesake, Edmund Rice. But who was he?



A Man

Edmund Ignatius Rice was born in 1762 on a farm called 'Westcourt' in Callan, County Kilkenny in Ireland.



An Altruist

Edmund was actively involved in the local community that helped to provide relief to the poor.



A Merchant

In 1779 he began an apprenticeship at his uncle's merchant business, trading supplies to ships bound for British colonies. He inherited it in 1785.



A Father

Edmund was thrust into the unexpected role of single father when his wife, Mary, passed away in 1789 after childbirth. Their daughter, also Mary, was born handicapped.

The Legacy of Edmund Rice (continued)



A Friend

While contemplating the idea of joining a French monastery with the Bishop of Waterford's sister, she is said to have exclaimed: "What! Would you bury yourself in a cell on the continent rather than devote your wealth and your life to the spiritual and material interest of these poor youths?"



A Philanthropist

After deciding to stay in Ireland, Edmund then dedicated himself and his plentiful resources to working within the margins of Irish society – making a difference in the lives of the disadvantaged.



A Missionary

Edmund founded the Christian Brothers congregation and was keenly interested in education – particularly in schooling disadvantaged children. Today, there are 50 schools within the Edmund Rice Education Australia network that teach over 35,000 students.



An Inspiration

ERCKWA carries on Edmund's work today in his name and spirit, delivering our programs for children and communities who are at risk and marginalised in Western Australia.

The Meaning of the Edmund Rice Balloon

**Edmund Rice
Camps enable kids and
families to rise above
their challenges**

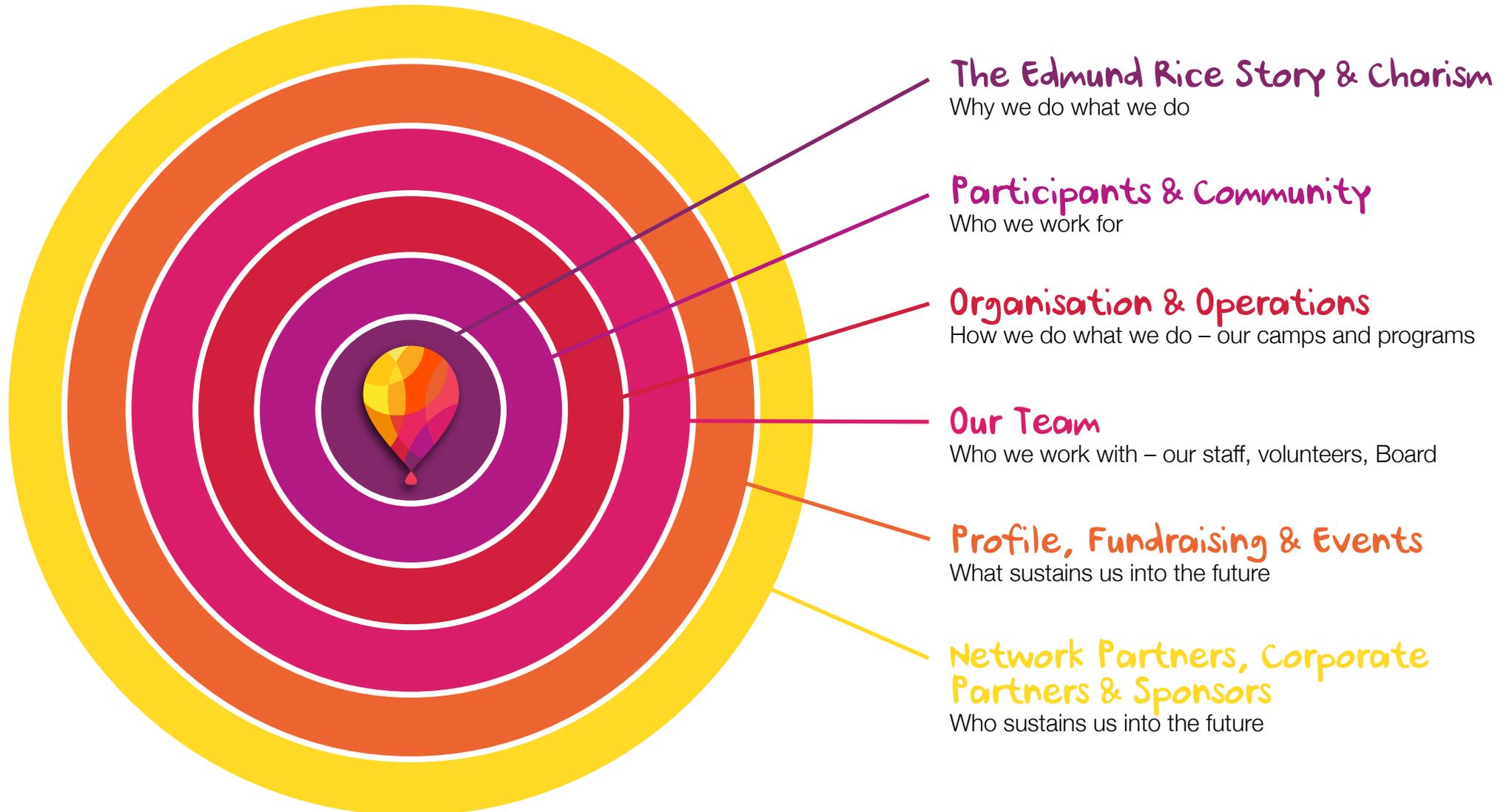
**We offer volunteers, staff
and stakeholders the
chance to view their lives
and the lives of others
from a new perspective**

**The bright colours
symbolise fun,
vibrancy, and the
energy on our camps**

**The different shapes
and colours are the
variety of people we
engage with – people
from all walks of life**



Our Strategic Priorities



Strategic Priority Overview – Focus Areas

The Edmund Rice Story & Charism

Why we do what we do

- **Personal Growth & Formation** – embedding Edmund Rice’s values, story and charism within our team and participants
- **Social Justice Awareness** – raising greater awareness to the needs of the marginalised across the world, with a focus on those within our community reach

Participants & Community

Who we work for

- **Marginalised Communities** – identifying, developing and delivering targeted and effective programs with and for marginalised communities and individuals
- **Community Partnerships** – creating effective partnerships with referral agencies and other community organisations

Organisation & Operations

How we do what we do – our camps and programs

- **Edmund Rice Ministry Accreditation** – retaining our status as an Edmund Rice Ministry
 - **Venues** – maintaining long-term security of venues for our camps, events and administration
 - **Environment** – addressing environmental issues within our organisation
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Strategic Priority Overview – Focus Areas

(Continued)

Our Team

Who we work with – our staff, volunteers, Board

- **Core Staffing and Volunteers** – retaining the team volume across our staff, volunteers and Board that is required to maintain operations
 - **Quality People** – ensuring we have a highly stable, skilled and engaged team
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Profile, Fundraising & Events

What sustains us into the future

- **Event Return on Investment** – maximising event and fundraising activity outcomes
 - **Sustainable Fundraising** – generating funding streams independent to events
 - **Profile** – increasing community awareness of what we do and why we do it
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Network Partners, Corporate Partners & Sponsors

Who sustains us into the future

- **Existing Partnerships** – further developing the relationships we have created
 - **Future Partnerships** – identifying and approaching like-minded businesses and organisations that align with our core values
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Strategic Priority Overview – Goals

The Edmund Rice Story & Charism

Why we do what we do

- **Live and share the Edmund Rice experience** so that all participants, staff, volunteers and stakeholders have a strong understanding of and connection to the Edmund Rice story and values
- **Foster the purpose of the Formation & Identity Committee** to ensure that the Edmund Rice story, and our commitment to social justice, is woven into the everyday
- **Provide reflection and formation opportunities** that demonstrate our dedication to social justice and our greater context within the world

Participants & Community

Who we work for

- **Provide opportunities for program participation** for a minimum of 500 children per year aged 7–16 years old in a one-day or residential context across all programs
- **Deliver high quality, effective programs** that have a demonstrated positive impact for participants in terms of self-esteem, confidence, resilience and social development
- **Respond more effectively to ever-changing needs within marginalised communities** by seeking partnerships that align with these needs and amplify our reach

Organisation & Operations

How we do what we do – our camps and programs

- **Retain our status as an accredited Edmund Rice Ministry**
- **Secure long-term venues** for camp sites, events and administration
- **Minimise our environmental impact** by reducing wastage on our programs and within our administration, as well as our overall carbon footprint

Strategic Priority Overview – Goals

(Continued)

Our Team

Who we work with – our staff, volunteers, Board

- **Increase our staff and volunteers** to sustainably support participation for a minimum of 500 children across all programs
- **Demonstrate appreciation for our staff and volunteers** for their dedicated contribution
- **Fill volunteer positions** on our camps, committees, Board and events
- **Provide professional development opportunities** for all staff, volunteers and the Board

Profile, Fundraising & Events

What sustains us into the future

- **Ensure a high Return on Investment (ROI) for our events** regarding funds raised and resources expended
- **Increase individual and community fundraising avenues that are independent of our events**, such as raffles, privately-run fundraisers and monthly donations
- **Further develop a solid marketing framework** in which to promote Edmund Rice events and sponsorship opportunities to the wider community
- **Cultivate meaningful connections with our alumni** to better utilise our network of people who are already familiar with what we do and why we do it

Strategic Priority Overview – Goals

(Continued)

Network Partners, Corporate Partners & Sponsors

**Who sustains us into
the future**

- **Maintain ongoing partnerships with the wider Edmund Rice Network**, including our associated schools, organisations and the Province
- **Nurture our existing corporate partnerships and sponsor relationships**
- **Create new partnerships** with organisations that align with our core values
- **Provide professional development opportunities** for our corporate partners and sponsors (e.g. volunteering on camps or at events)
- **Generate corporate sponsorship opportunities** that are independent of events